

MING CHANG

Multidisciplinary Brand Designer

張子旻 / She, Her / NYC

Brand Identity

Digital Experience

Packaging

Typography

Motion

Core Competencies

Cross Channel Campaign / Art Direction / Print Production /
Design Systems & Workflow / Cross-Functional Collaboration

Tools

Figma / Illustrator / Photoshop / InDesign / After Effects /
Premiere Pro / Lightroom / Framer / Rhino 3D / Robofont /
Procreate / HTML & CSS



mingchang.design



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Multidisciplinary designer with six years of experience across consumer tech, campaigns, visual systems, and creative direction. Recently completed my master's at Pratt in Packaging, Identity, and Systems Design, and now looking to bring my systems thinking, cross-medium experience and adaptable approach to build cohesive experiences across digital and physical touchpoints.

EXPERIENCE

Senior Visual Designer @ PicCollage

Taipei, Taiwan / Mountain View, CA / May 2018 – Aug 2024

- Led effort in PicCollage's brand identity design, a photo app with **200 million downloads** and **16 million monthly active users**.
- Contributed in **YOY 128% revenue increase** in in-app purchase sales by **art-directing artists** from 20+ countries, informed by data analysis and **trend research**.
- Designed brand campaigns from concept to delivery**, including AppStore artworks, video content, social media assets.
- Built **scalable design templates** and **campaign assets** in Figma to support seasonal launches and high-volume marketing content.
- Collaborated with **cross-functional team** to innovate new **AI-powered products**, achieving 316k impressions in the initial product launch.
- Oversaw a team of 7 designers, ensured design quality, workflow efficiency and the growth of individual designers.

Founder / Designer / Illustrator @ Good Bois Club

APR 2019 – PRESENT

- Founded and operated a dog-inspired design brand, developing **illustrated products** from concept through production and delivery.
- Explored **materials, formats, and production methods** to create distinctive, craft-driven merchandise.
- Collaborated with brands, artists, and charities** on co-created products and campaigns.
- Prepared production-ready files** and coordinated with vendors, ensuring accuracy and quality in final outputs.
- Designed and managed social content** and product storytelling to support launches and audience engagement.

Brand Creative Graphic Design Intern @ Madewell

Manhattan, NY / Jun 2025 – Aug 2025

- Designed email marketing graphics** and supporting **360 GTM campaign** assets across digital and retail channels.
- Led brand design for campaign proposal, assisted photoshoot and designed collateral print assets and **pitch presentation deck**.
- Contributed to **workflow and system improvements** to support efficient production and consistent brand execution.

Freelance Brand Designer @ Jinka

Remote / Jan 2025 – Apr 2025

- Designed brand identity systems** including logotypes and visual assets for **digital and physical applications**.

Digital Output Technician @ Pratt Institute

Brooklyn, NY / Sep 2025 – May 2026

- Managed UV printer operations for institute-wide production, coordinating with clients to **align print files and materials to meet technical specifications** and ensure high-quality output.
- Assisted assembly and fabrication for external client work in exhibition and trade shows.

Graphic Design Graduate Assistant @ Pratt Institute

Brooklyn, NY / FEB 2025 – May 2026

- Adapted institutional brand identity across diverse sub-brands, schools, and organizations.
- Designed **print and digital materials** including catalogs, posters, and event graphics within a broad and evolving brand system.
- Researched **design system application and workflow** organization to maintain efficiency and coherence across varied outputs.

Graphic Design Intern @ Cyberlink Corp.

Taipei, Taiwan / Nov 2016 – Sep 2017

- Designed digital marketing assets supporting product launches and campaigns across web and social channels.
- Formatted and localized ad banners for multichannel campaigns.

EDUCATION

Pratt Institute / MS in Packaging, Identity and Systems Design

Communication Design Department, GPA 4.0, Academic Excellence Award

New York, NY / 2026

The Cooper Union / Certificate for Typeface Design

Type@Cooper Condensed Program

New York, NY / 2023

National Chengchi University /

BA in Advertising, BS in Digital Contents and Technologies

College of Communication, College of Information, GPA 3.9

Taipei, Taiwan / 2018